

OVERALL ASSIGNMENT RUBRIC

Email contains the following elements:

Subject line

Greeting and intro

Body

Conclusion

Closing

- ☐ 0 pts
The email contains 0-1 elements
- ☐ 2 pts
The email contains 2-4 elements
- ☐ 4 pts
The email contains all five elements

Email includes 2-3 reasons why expanding the rollout is unwise.

Examples:

The project could go over budget

The project could fall behind schedule

Issues may be more difficult to fix if they affect the entire restaurant

It could impact staff morale if something goes wrong

There may not be enough kitchen staff to support an expanded rollout

Overall customer satisfaction could suffer

- ☐ 0 pts
The email does not include any reasons why expanding the rollout is unwise
- ☐ 2 pts
The email includes 1 reason why expanding the rollout is unwise
- ☐ 4 pts
The email includes 2-3 reasons why expanding the rollout is unwise

Email uses Conger's four steps of effective influencing:

. Establish credibility

. Frame for common ground

. Provide evidence

. Connect emotionally

- ☐ 0 pts
The email does not apply any of the steps.
- ☐ 2 pts
The email applies 2-3 steps.
- ☐ 4 pts
The email applies 3-4 steps.

Provide constructive feedback for your classmate on their submission. Below are some guidelines and examples of good feedback to help you leave constructive comments for your peers.

When giving feedback, consider:

Leading with positive feedback

Providing a balance of positive and actionable feedback

Sticking to information-specific, issue-focused, and observation-centered comments

Examples of good feedback:

"You put these emails together nicely—I'm convinced! But I think you could have been stronger in your arguments to persuade them. Don't be afraid to be assertive!"

"Great job! You used each of the four Conger elements, and your arguments are really comprehensive."

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